



ACAS Stakeholder Engagement FORUM 2019



"ACTIVITY REPORT"



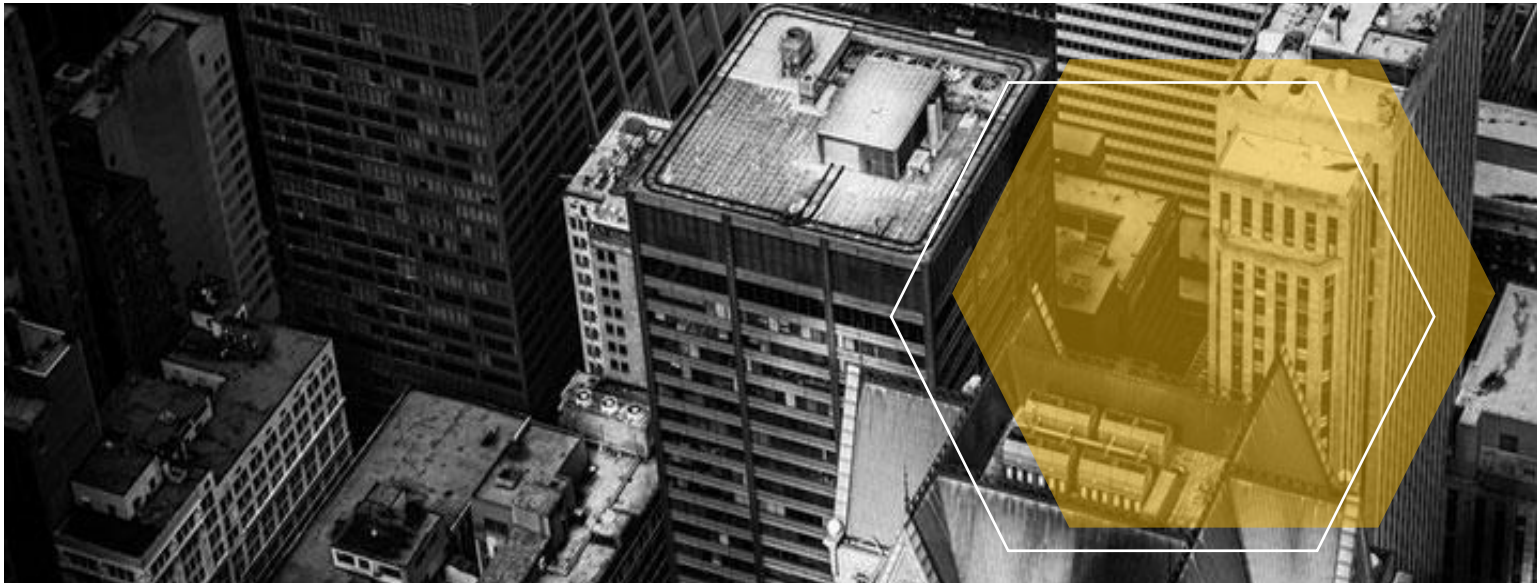
November 19, 2019 | 08:30 AM – 03:00 PM



Sinulog Grand Ballroom, City Sports Club Cebu

**PREPARED BY: MARY RUTH OCHAVILLO
CCCI ACAS UNIT HEAD**





RATIONALE OF ACTIVITY

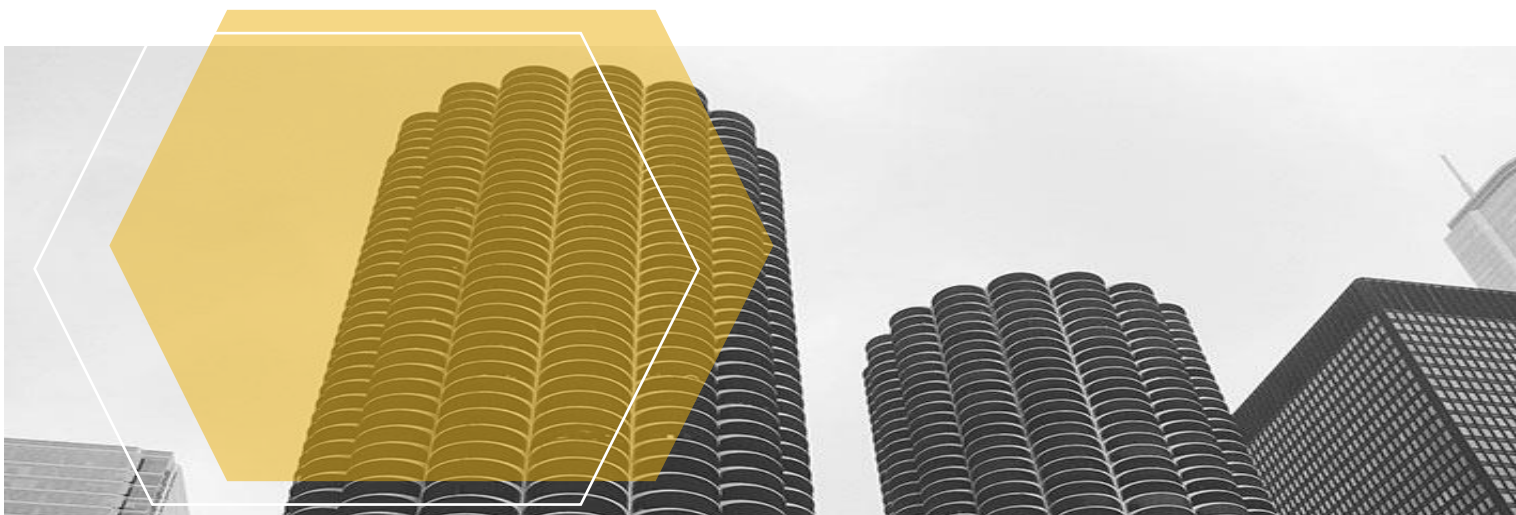
In a world subject to accelerated change, the breakneck pace of technological progress has given rise to new possibilities but at the same time dismantled those who were not nimble to adapt. In the Philippine context, we have a pervasive mindset that industries and other relevant private and government agencies may be slower to change and that disruption will hit gradually.

The continuously changing business landscape and fast-placed disruptions driven by technology, changing consumer demographics and lifestyles have made business models obsolete, government programs irrelevant and academic curriculum off-tangent with changing realities. We have lagged behind in terms of competitiveness, blaming government's bureaucracy, lack of infrastructure, political system, poor indifferent or incongruent services, policies and programs. While the pool of talents and skills lack the need of competency while available workers remain under-skilled.

The efforts to address "industry-academe mismatch" are fragmented and government support is lacking/detached or absent. Some government agencies launch programs of perceived importance; however, the lack of awareness, relevance and collaboration cause poor adoption nor engagement by intended beneficiaries.

As the engine and voice of Cebu's businesses community, the Cebu Chamber of Commerce and Industry, Inc. seeks the need to weave all sectors towards common agenda and close collaboration. CCCI continues to uphold its commitment in education development and workforce capability building through the Dual Education and Training (DET) framework. With the establishment of the Assessment, Certification and Accreditation Services (ACAS) within the Chamber, CCCI aims to support the development of globally competitive industries by creating a pool trained and certified workforce that can be matched with the requirements of the private companies for mid to high level qualified workforce; thus, contributing to the increase income of the youth and their families through gainful employment resulting to inclusive growth.

The ACAS Stakeholder Engagement Forum is a sequel of the HR Conference and Industry-Academe Summit in 2018 and Stakeholders Engagement Meeting with the schools conducted from July to August 2019.

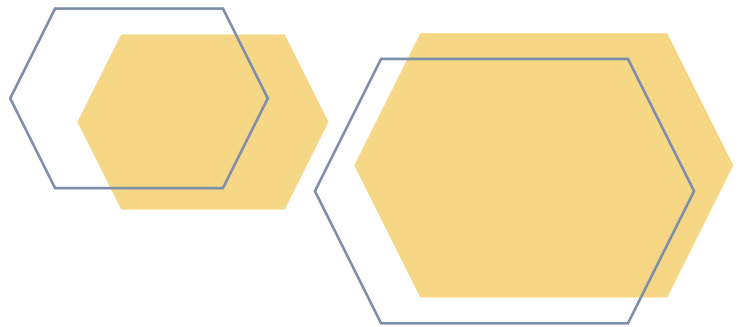




OBJECTIVES

The forum aims:

- To ensure the engagement of companies, schools and BMOs in developing a competent workforce through the creation of Industry-Academe Clusters;
- To present a Cost-Benefit Study of Dual Education and Training and identify companies capacitated to partner with the program; and
- To review current job profiles and identify current relevant skills set from industries within each industry-academe cluster.



METHODOLOGY

Forum & Break-out Sessions per Industry-Academe Clusters with 100 Participants from the different sectors of industry and academe

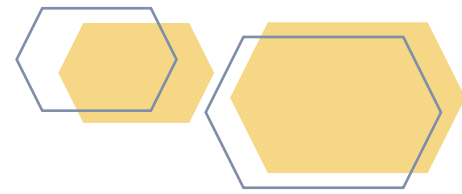
PRE-FORUM WORK

OBJECTIVE: Pre-determine commitments and participation companies and schools in the implementation of the Dual Education and Training Program

- October 29, 2019 | 09:00 AM – 11:30 AM – Food Manufacturing
- October 29, 2019 | 02:00 PM – 03:30 PM –Tour Operations
- October 30, 2019 | 09:00 AM – 11:30 AM – Construction
- October 30, 2019 02:00 PM – 03:30 PM - ICT

PRE-FORUM PROGRAM:

OCTOBER 29 – 30, 2019



TIME	ACTIVITY	ACTOR
08:30 AM – 09:00 AM	Registration	
09:00 AM – 09:05 AM	Prayer	Nivani Andrea Lasala ACAS Officer
09:05 AM – 09:10 AM	Introduction and Acknowledgement	Mary Ruth Ochavillo ACAS Unit Head
09:10 AM – 09:25 AM	Welcome Remarks	May Elizabeth Ybañez CCCI Executive Director
09:25 AM – 10:15 AM	The Assessment, Certification, and Accreditation Services (ACAS) The Industry-Academe Cluster	Mary Ruth Ochavillo ACAS Unit Head
10:15 AM – 10:30 AM	Open Forum	
10:30 AM – 11:00 AM	Closing and Synthesis	Lito Maderazo CCCI Past President and ACAS Committee Chair

PRE-FORUM ATTENDEES:

FOOD MANUFACTURING October 29, 2019 09:00 AM – 11:30 AM	TRAVEL AND TOUR OPERATIONS October 29, 2019 02:00 PM – 03:30 PM	CONSTRUCTION October 30, 2019 09:00 AM – 11:30 AM	ICT October 30, 2019 02:00 PM – 03:30 PM
May Elizabeth Ybañez	Lito Maderazo	May Elizabeth Ybañez	May Elizabeth Ybañez
Alain Alingasa	Jovelyn Saguisabal	Mary Ruth Ochavillo	Mary Ruth Ochavillo
Winlor Guiao	Alice Queblatin	Nivani Andrea Lasala	Nivani Andrea Lasala
Jovelyn Seguisabal	Marget Villarica	Steve Banzon	Joharriz De la Cerna
Teddy Sy	Ebona Inerion	Jessie Cubijano	Hannah Fernandez
Charmelyn Timtim	June Manoelle Carbajosa	Segrid Paulo Daculan	Paulo Uy
		Paulette Liu	Aurora Miro
		Eunice Raz	Melvin Ninal
			Edward Galan
			Rafael Castellano

Venue: Ramon Aboitiz Hall, Cebu Chamber of Commerce and Industry, Inc.

PRE-FORUM OUTPUT: FOOD MANUFACTURING

EXISTING JOB PROFILE FOOD PROCESSING ASSISTANT	EXISTING JOB PROFILE FOOD PROCESSING TECHNICIAN
Food Processing NC I	Quality Assurance
Food Processing NC II	Food Safety Management
Cookery NC II	Production Line Management
Bakery NC II	Storage and Warehousing

COMMENTS

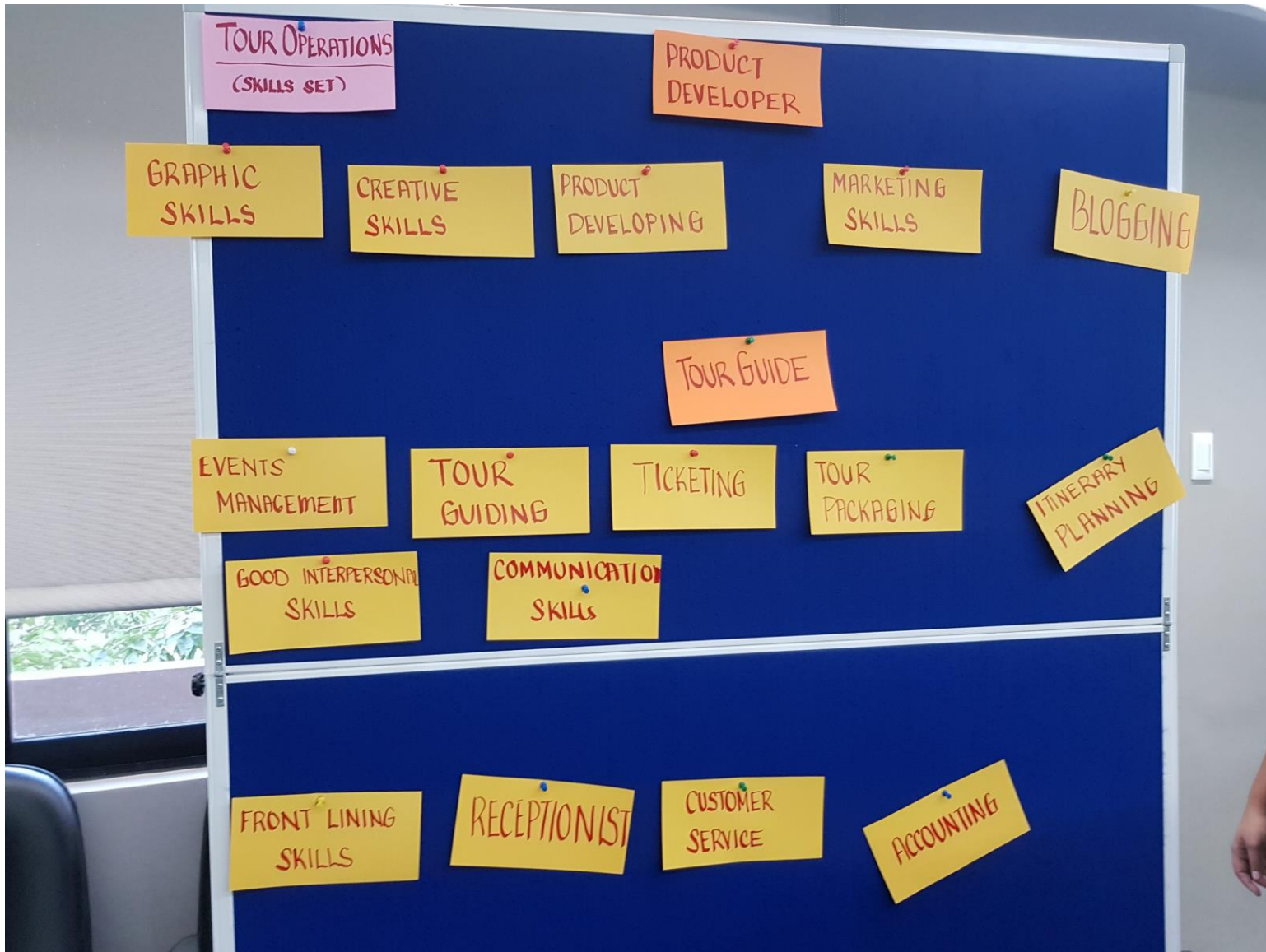
CCCI to continue the existing job profiles. Competencies identified by project partners are still relevant. It is necessary to invite new companies and subfield sectors of the Food Manufacturing sector in the creation of new Job Profiles such as the seafood processing.

ITEMS TO CONSIDER:

1. Existing Industry Association to partner in the Food Manufacturing Sector
2. BIR Tax Issue Incentives of companies implementing Dual Education and Training
3. Aligning ACAS standards internationally through various Accords
-Sydney Accords, Washington Accords, Dublin Accor



PRE-FORUM OUTPUT: TRAVEL AND TOUR OPERATIONS



PRE-FORUM OUTPUT: CONSTRUCTION

EXISTING JOB PROFILE BUILDER ASSISTANT	EXISTING JOB PROFILE SPECIALTY INSTALLER
Carpentry NCII	Waterproofing
Masonry NCII	Plumbing NCIII
Tile Setting NCII	
Plumbing NCII	

FLOW OF DISCUSSION

- The participation of the Cebu Contractors Association is critical in the creation of Job Profiles.
- Potential partner to consider: Association of Carriers and Equipment Lessers (ACEL) through Mr. Jigger Escanedo
- AQC Assessment and Certification Arrangement: Flexibility of Training Plan in regards to the schedule of trainees in the company. Trainees shall be able to transfer and be assigned to different project sites of various companies.
- In-Company Trainers Training: Should be presented during the Cebu Contractors Association (CCA) Board Meeting. CCCI should focus on the benefits and savings of CCA in the recruitment
- In-Company Trainers Training Modules vs. CCAs Contractors Supervisor Training Program (Trade Supervisor and Engineer). Difference of the two programs should be laid down once CCCI presented ACAS to the Board of CCA,
- Coordination with the Department of Education (DepEd). There are a good number of Industrial Associations (IA) that focuses on Welding – 200 alone in Naga. IA can be a potential partner for ACAS.



PRE-FORUM OUTPUT: ICT



ACAS STAKEHOLDER ENGAGEMENT FORUM PROPER



CONNECTING OPPORTUNITIES . GROWING BUSINESSES . CREATING VALUE

SINULOG BALLROOM 3, CITY SPORTS CLUB CEBU

November 19, 2019 | 09:00 AM - 03:00 PM

ACAS STAKEHOLDER ENGAGEMENT FORUM



An Industry-Driven program towards developing a skilled and competent workforce to contribute to global competitiveness of business fueled by a competent workforce.

<https://cebuchamber-acas.com/>

PROGRAMME

TIME	ACTIVITY	ACTOR
08:30 AM – 09:00 AM	Registration	
09:00 AM – 09:10 AM	Prayer and National Anthem	
09:10 AM – 09:15 AM	Introductions and Acknowledgement	Master of Ceremonies Lito Maderazo
09:15 AM – 09:20 AM	Welcome Remarks	CCCI Past President and ACAS Committee Chair May Elizabeth Ybañez
09:20 AM – 09:30 AM	Setting of Rationale and Agenda	Executive Director Carmel Deloy
09:30 AM – 09:37 AM	Testimonial from Pilot Graduate	Pilot Graduate Food Processing Technician Jojo Tiongko
09:40 AM – 09:47 AM	Testimonial from Partner Company	CEO, San Jose Bakeshop Amabel Magnolia Abella
09:50 AM – 10:00 AM	Dual Education and Training: Cost Benefit Analysis	Senior HR Manager, Lear Corporation
10:00 AM – 10:10 AM	Coffee Break and Networking	
10:10 AM – 10:20 AM	The Industry Immersion Guidebook Overview	Project Director, German-Philippine Chamber of Commerce and Industry Jana-Franke Everett
10:20 AM – 10:35 AM	Question and Answer	
10:35 AM – 10:45 AM	Signing of Board of Commitment	May Elizabeth Ybañez CCCI Executive Director
	<u>Break-Out Session</u>	
10:45 AM – 12:00 NN	Reactivation of Industry-Academe Clusters per sectoral group 1. Construction 2. Food Manufacturing 3. Tourism- Tour Operations 4. ICT Identification of Relevant Skill Sets, Job Profiles, Next Steps and Assignments	Facilitators 1. Construction: Bryan Araneta 2. Food Manufacturing: Yvette Hope Labus 3. Tourism- Tour Operations: Jeanne Rivera 4. ICT: Nivani Andrea Lasala
12:00 NN – 01:30 PM	LUNCH	
01:30 PM – 02:30 PM	Presentation of Cluster Outputs	Industry-Academe Clusters
02:30 PM – 02:45 PM	Synthesis	Master of Ceremonies Norbert Weiss
02:45 PM – 03:00 PM	Closing Remarks	K to 12 PLUS Project Manager, AFOS Foundation

WELCOME REMARKS & SETTING OF RATIONALE AND AGENDA

MR. LITO MADERAZO & MS. MAY ELIZABETH YBANEZ

- Introductions and Recognition of Attendees
 - a. CCCI Board of Trustees
 - b. K to 12 PLUS Partners
 - c. Sectoral Association Presidents
- CCCI initiatives in workforce development
 - a. K to 12 PLUS Project using the Dual Education and Training (DET) framework
 - b. Assessment Certification and Accreditation Services (ACAS)
- ACAS
 - a. Industry- Academe Collaboration (e.g. FGDs on identifying relevant skills sets and job profiles, enhancement of curriculum)
 - b. Assessment and Certification of workers with bundled competencies
 - c. In-Company Trainers Training
 - d. Accreditation of Partner Companies
 - e. Databank and Job Matching

“

What we are doing today is part of the industry-academe collaboration initiative where we sit down with the industry to identify relevant skills that we can bundle into Job Profiles. This is just the first step and there will be series of Focused Group Discussions that will be happening in the next months.”

The role of the Academe on the other hand is essential in incorporating the industry-level standard into the school’s curricula and in the In-Company Training of trainees of which a joint responsibility of the school and the training company.”

The Dual Education and Training framework that we are using fosters career development and contributes to more stable, meaningful and decent jobs. We do hope that you would continue to engage with us as we are committed in connecting opportunities, growing businesses and creating

”

value.

OBJECTIVES:

- ✓ To ensure the engagement of companies, schools and BMOs in developing a competent workforce through the creation of Industry-Academe Clusters;
- ✓ To present a Cost-Benefit Study of Dual Education and Training and identify companies capacitated to partner with the program; and
- ✓ To review current job profiles and identify current relevant skills set from industries within each industry-academe cluster.

FORUM PROPER

PILOT GRADUATE TESTIMONIAL SPEECH



CARMEL DEJOY

Food Processing Technician

- Alternative Learning System (ALS) Graduate of the Zapatera National High School
- With the implementation of the K to 12 PLUS Project, was certified by the Cebu Chamber of Commerce and Industry as a Food Processing Assistant in 2017 and later on became an outstanding pilot graduate from the Philippine School of Culinary Arts' Dual Education and Training framework last September 2019.
- Certified by CCCI as a Food Processing Technician
- Now working as a Production Supervisor under the Food Manufacturing Sector

PARTNER COMPANY TESTIMONIAL SPEECH



JOJO NINI TIONGKO, JR.

President and CEO, San Jose Bakeshop

- A father of 4 children and the husband of Mrs. Nina Paula Pono Tiongko
- Young entrepreneur of the year awardee
- A homeschooling advocate
- Running the business for 17 years and counting
- President of San Jose Bakeshop
- Active partner of the implementation of the K to 12 PLUS Project of AFOS Foundation and Cebu Chamber of Commerce and Industry



AMABEL MAGNOLIA TECSON ABELLA

Human Resource Director, Lear Automotive Services Netherlands, B.V Philippine Branch

Ms. Amabel is currently the HR Director of Lear Automotive Services Netherlands, B.V Philippine Branch, located in MEPZ Lapulapu City, with over 6500 employees. Lear Corporation (NYSE: LEA) is one of the world's leading suppliers of automotive Seating and E-Systems. Lear serves every major automaker in the world and ranks #148 in the fortune 500 companies.

She is currently the President of the Mactan Economic Processing Zone Human Resource Association and has been its President for 6 years now. MEPZ HR Association aims to represent and advocate the common cause of HR to help maintain industrial peace in the zone.

She is a primary mover of the different Corporate Social Responsibility projects, a promoter of fun in the workplace and an advocate of work-life balance.

“An Engineer by Profession but a People Manager by heart”



JANA FRANKE-EVERETT

Project Director, German Chamber of Commerce and Industry

Mrs. Everett started working in the Philippines in 2006. As a consultant for sustainable economic development she worked with the Philippine Business for Social Progress (PBSP). During six shaping years with PBSP, she observed the need for skilled labor to improve the productivity of local businesses.

In response, many of the corporate-community partnership programs under her watch featured an industry-driven skills-training component to improve the employability of Filipinos and increase companies' global competitiveness.

In 2017, Mrs. Everett joined the German-Philippine Chamber of Commerce and Industry (GPCCI). As Director of the K to 12 PLUS Project she guides GPCCI's contributions to this multi-stakeholder initiative, which is supported by the German Federal Ministry of Economic Cooperation and Development (BMZ) to support the Kto12 Basic Education Reform in the Philippines.

COMMITMENT BOARD SIGNING

The Commitment Board Signing was facilitated by **CCCI Executive Director, Ms. May Elizabeth Ybañez**. This ceremony is done to identify potential partners for the implementation of the ACAS Dual Education and Training (DET) program of the Cebu Chamber of Commerce and Industry, Inc.

From a total of 103 participants from the four industry sectors (Construction, Food Manufacturing, Tourism-Travel and Tour Operations and ICT) and Academe in Metro Cebu,

40 decision makers have signed the board in commitment in the implementation of DET in their respective companies and schools.



Identified companies and institutions as follows:

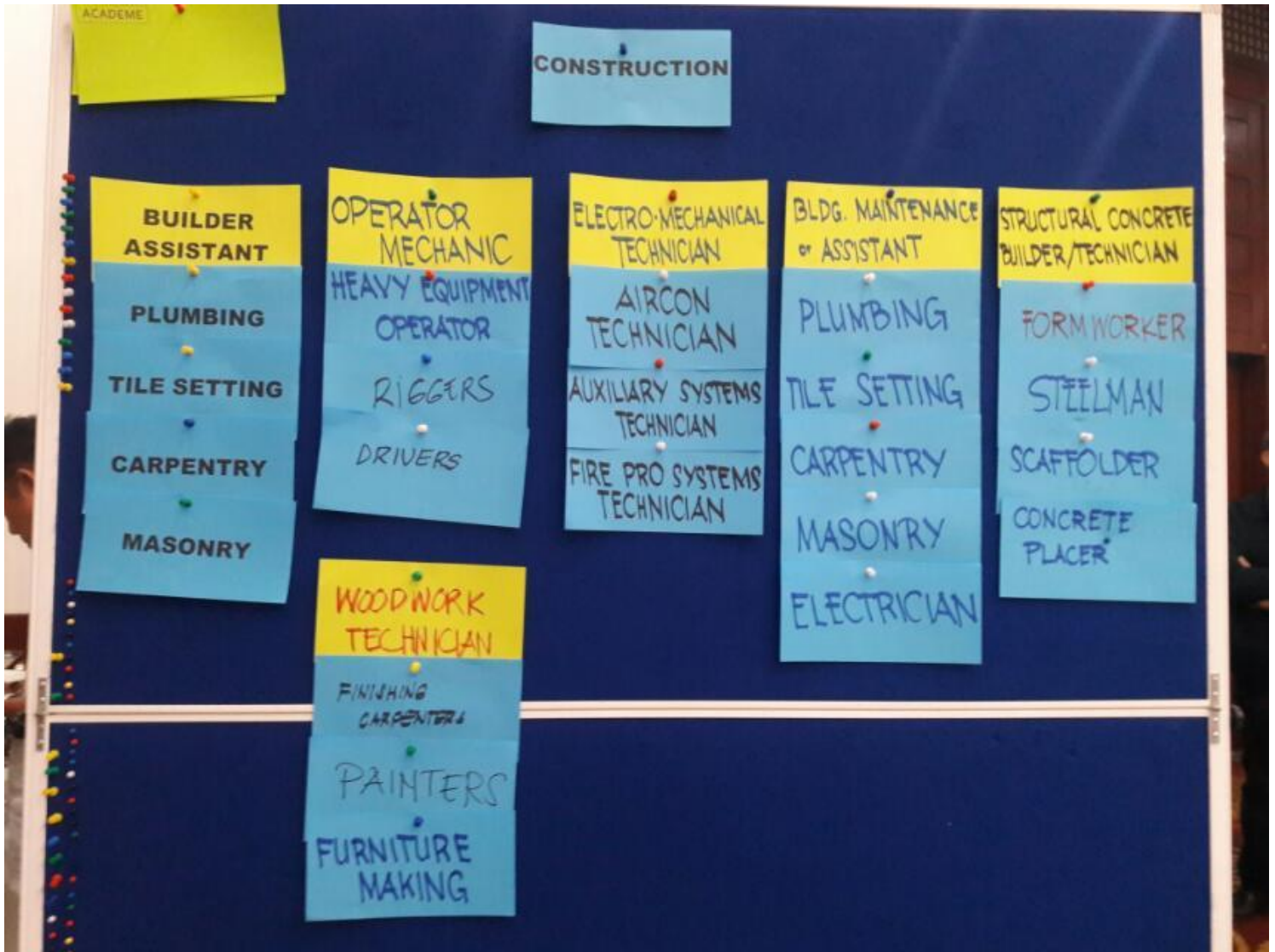
Atahara Systems, Inc.	Company- ICT
Baker Bob and Kates Products Inc.	Company- Food M.
Bekins Foods, Inc.	Company- Food M.
Cebu Association of Tour Operator Specialists (CATOS)	Industry Association- Travel and Tour Operations
Cebu Furniture Industries Foundation, Inc.	Industry Association- Creative
Cebu Innovation Council	Industry Association- ICT
CITE Technical Institute	School
Daleon Construction	Company - Construction
Duros Development Corporation	Company- Construction
ESOT Travel and Tours	Company- Travel and Tour Ops.
Golden Prince Hotel and Suites	Company- Tourism and Food M.
Innosoft	Company- ICT
International School of Culinary Arts and Hotel Management Cebu	School
IService	Company –ICT
J.M. Salera Construction	Company- Construction
Level Up Events Consultancy	Company- Travel and Tour Ops.
Magic Melt Foods, Inc.	Company- Food M.
Mary Our Help Technical Institute for Women	School
MEPZ Mixed Gases Corp.	Company- Manufacturing
Minebea Mitsumi	Company- ICT & Manufacturing
Phoenix Buidling Systems	Company- Construction
Primary Group of Builders	Company- Construction
Prime Homes	Company- Construction
Proweaver, Inc.	Company- ICT
PSEFI-SKILLS, Inc.	Company- School
San Jose Bakeshop	Company- Food M.
Southwestern University PHINMA	School
SouthWind Travel and Tours	Company- Travel and Tour Ops.
Sprobe, Inc.	Company- ICT
TESDA	Government
Travel Authentic Philippines	Company- Travel and Tour Ops.
University of San Carlos	School

BREAK OUT SESSION

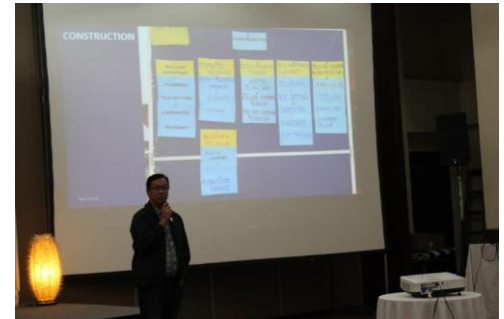
WORKSHOP FLOW

1. Participants was divided into four (4) Industry-Academe Clusters:
 - Construction
 - Food Manufacturing
 - Tourism- Tour Operations
 - ICT- Creative
2. Each group had a tandem from the CCCI Secretariat made up of a facilitator who guided the discussions and the secretary document the proceedings. The secretary transcribed the answers of the group into the meta cards provided while the guide facilitated and answered questions or clarifications coming from the group.
3. Participants identified relevant skill-sets under their industry sector that can be bundled into a job profile. The focus questions provided are:
 - What skills are desired by the industry to become more competitive? Please describe the skills as succinctly and concretely. Can any of these be bundled?
 - What job profiles best describe sets of bundled skills.
4. Participants ranked the job profiles from 1-5 with one being the most desirable.
5. Participants from the Academe identified the job profiles they are committed to pursue.
6. In a carousel, the participants from the Academe went around to the other groups and affixed the name of their institution on the Job Profiles of the other industries which they are interested to take up.
7. Once the group was done answering, the secretary took a picture of the output and submitted it to the technical team for presentation.
8. An industry representative assigned from each cluster presented the output during the plenary.

WORKSHOP OUTPUT: CONSTRUCTION



Sdsf



IDENTIFIED JOB PROFILES AND RELEVANT SKILLS SETS

OPERATOR MECHANIC	ELECTRO MECHANICAL TECHNICIAN	BUILDING MAINTENANCE ASST.	STRUCTURAL CONCRETE BUILDER/TECHNICIAN	WOODWORK TECHNICIAN
Heavy Equipment Operation	Aircon Technician	Plumbing	Form working	Finishing Carpenter
Rigging	Auxiliary Systems Technician	Tile Setting	Steel Working	Painting
Driving	Fire Pro Systems Technician	Carpentry	Scaffolding	Furniture Making
		Masonry	Concrete Placing	
		Electrical		

WORKSHOP OUTPUT: FOOD MANUFACTURING



IDENTIFIED JOB PROFILES AND RELEVANT SKILLS SETS

JOB PRILE 1	JOB PROFLE 2	JOB PROFILE 3	CUT ACROSS
Production Worker	Basic Product Costing	Quality Control	Customer Service
Mathematical Operations (i.e. conversion of units, weights, measurements)	Basic Materials Planning	ISO Awareness (Management Systems)	
Food Safety Basic Machine Operation	Production Planning	Critical Thinking and Problem Solving	
Product Knowledge	Basic Skills in Scheduling of Manpower		
Basic Machine Maintenance HACCP, Food Safety, GMP	Inventory Management Basic Machine Troubleshooting		
Public Relations; Teamwork			
Basic Communication Skills –Salesmanship			
First Aid, Fire Safety and Hazard Management			
Basic Problem Solving			

WORKSHOP OUTPUT: TOURISM- TRAVEL AND TOUR OPERATIONS



IDENTIFIED JOB PROFILES AND RELEVANT SKILLS SETS

TOUR PRODUCT DEVELOPER	TOUR GUIDE	SALES AND MARKETING ASSISTANT	TRAVEL SUPPORT REPRESENTATIVE	CUT ACROSS
Tour Packaging	Good Interpersonal Skills	Web design and Maintenance Management	Ticketing and Reservation	Customer Service
Itinerary Planning	Story-telling Skills	Social Media Management	Documentation	Communication Skills
Costing	Basic First Aid/ Risk Management	Blogging/Vlogging	Messenger	Product Knowledge
Tour Market Research	Specialized Skills (Museum Guides, Photography Skills)	Graphic Artist		Receptionist
	Foreign Language Skills	Foreign Language Skills		Front Lining Skills
				Sustainability Awareness

WORKSHOP OUTPUT: ICT



IDENTIFIED JOB PROFILES AND RELEVANT SKILLS SETS

ACCOUNTING/ ERP SYSTEM IMPLEMENTATION	GRAPHIC DESIGN	CUSTOMER SERVICE AND TECHNICAL SUPPORT	COMPUTER TECHNICIAN
Communication Enhancement	Basic Computer Operations	International Language Training	Basic Networking
Business Process Analysis	2D and 3D Animation	Communication Enhancement	Office Administration
Office Administration	Tri-digital	Office Administration	Troubleshooting
Microsoft Office			Basic Computer Operations

SYNTHESIS AND CLOSING

MR. NORBERT WEISS, K TO 12 PLUS PROJECT MANAGER



- Highlighted the important role of an industry-driven framework in workforce development as well as the **important role of each stakeholders in the following:**
 - Focused Group Discussions on the Identification of relevant skills and competencies
 - Enhancement and Development of Curriculum based on Industry standards
 - Formulation of Training Plan based on enhanced curriculum
 - Monitoring of Trainees during In-Company Training by chamber certified In-Company Trainers
 - Valuable inputs from the chamber pool of assessors in the creation of the Basic and Advanced Qualification Assessment guidelines

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The output of the ACAS Stakeholder Engagement Forum shall be the take-off point on the collaboration that we have envision with the Cebu Chamber. With the commitment and interest shown by the participants by participating on the forum, we will surely achieve a sustainable framework in developing our workforce.

Our work doesn't end here. This is just the beginning. Series of Focused Group Discussions will be conducted next year to finalize the job profiles with the help of the Technical Working Group we will be engaging, incorporating the demand industry to the school's curriculum.

By providing skills-based training, we are not only creating a pipeline of diverse talent to meet the industry's need for well-trained talent in the country, but we are also reducing the education gap and creating a pathway to success for populations in need of new economic opportunities.

The key take way is this; if we truly want young people to live meaningful lives in a flourishing global society — we need to learn how to do it contributively. This is where the real leverage lies. It is time to boldly reimagine what is possible in workforce development —

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and prepare young people for a flourishing future. Once again, thank you and all the best!

NEXT STEPS

1	Identification of Industry-Academe Cluster Champions and creation of a Technical Working Group
2	Focused Group Discussion to Align the Identified Job Profiles in the ASEAN Standard/ TESDA existing Training Regulations
3	Focused Group Discussion to Validate and Finalize the Job Profiles
4	Identification of partner school and companies to implement the program
5	Focused Group Discussion on enhancing the curriculum aligning to industry standards based on identified Job Profiles

DOCUMENTATION



CCCI and K TO 12 PLUS Project Partners with the Tourism- Travel and Tours Operations Cluster



CCCI and K TO 12 PLUS Project Partners with the Construction Cluster



CCCI and K TO 12 PLUS Project Partners with the Food Manufacturing Cluster



CCCI and K TO 12 PLUS Project Partners with the ICT Cluster



CCCI and K TO 12 PLUS Project Partners with the 4 Industry-Academe Clusters of the ACAS Stakeholder Engagement Forum (end of activity photo)



*Presentation of Plaque: Ms. Magnolia Abella
Cost Benefit Analysis of Dual Education and Training
Cebu Chamber of Commerce and Industry, Inc.*



*Presentation of Plaque: Ms. Jana Everett
Overview of the Industry-Immersion Guidebook*



*Presentation of Plaque: Ms. Carmel Delo
Testimonial Speech of Pilot Graduate
ACAS Stakeholder Engagement Forum*